



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, August 22, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

- A. Discussion
 - 1. Marketing kits - Yee
 - 2. Marketing sales calendar - Yee
- B. Approval
 - 1. Minutes 7/25/11 and 8/8/11

8. ORALS

- A. Comments from committee members
- B. Announcements / Updates

9. SUB-COMMITTEE WORK

- A. Events
 - 1. Approval
 - a. 8/8/11 minutes
 - b. 8/15/11 minutes
 - c. Event(s) submitted
 - 2. Discussion
 - a. Lights, Camera, Action
 - i. Sunset is at 4:56 p.m. on 11/6/11; should be dark about 5:22 p.m
 - ii. Trial update and lessons learned
 - iii. Registration update
 - iv. Security/CERT/TARA/ADT/Scouts

- v. Selling water
- vi. Check-in/wristbands/flashlights
- vii. Signs needed/lighting
- viii. Chalking
- ix. Photo layout
- x. People needed per character
- xi. Volunteers
 - (a) Check-in
 - (b) Wristbands
 - (c) Flashlights
 - (d) Letter leaders and helper
 - (e) Runners
 - (f) Centennial booth
 - (g) Crowd control/directing participants
 - (h) Others?

B. Finance

- 1. Budget review

C. Fundraising

- 1. Discussion
 - a. Bricks
 - i. Update
 - ii. Website
 - iii. Accounting
 - b. Sponsorship

D. Marketing

- 1. Update on Lights, Camera, Action and marketing action items identified during Executive Committee
- 2. Discussion – Where in the world is Torrance? - Nishimura

E. Media / PR / Outreach

- 1. Brochure
- 2. Press releases – Lights, Camera, Action
- 3. Press releases – Time Capsule
- 4. Speaker series

10. ADJOURNMENT

A. Next meetings:

- Monday, September 12, 2011, Executive Committee at 5:00 p.m.
- Monday, September 12, 2011, Full & Sub-Committees at 7:00 p.m.
- Monday, September 26, 2011, Executive Committee at 5:00 p.m.
- Monday, September 26, Full & Sub-Committees at 7:00 p.m.